

Application No. 09/270,710

Docket No. 740388-20

Page -2-

Amendment to the Claims

Please cancel claims 1-26 in their entirety without prejudice nor disclaimer of the subject matter set forth therein.

Please add new claims 27-52 as follows:

1.-26. Cancelled

27. (NEW) A method of automatically transmitting an advertisement from a sending party to a receiving party comprising the steps of:

initiating a communication from a data processing system of a sending party;

associating at least one pre-selected advertisement with said communication within the data processing system of the sending party; and

transmitting said communication with said at least one advertisement automatically embedded therein to the recipient.

28. (NEW) The method of claim 27, further comprising the steps of:

offering to a user an option of becoming an advertiser; and

enabling, if the offer is accepted, a procedure within said data processing system by which the at least one advertisement is automatically associated with the sender's communications.

29. (NEW) The method of claim 27, wherein the at least one advertisement is related to at least one of software or hardware operable with the data processing system.

10587279.1

Application No. 09/270,710

Docket No. 740388-20

Page -3-

30. (NEW) The method of claim 27, wherein the communication is at least one of e-mail, facsimile, voice-over-IP, voice-over-Internet, voice mail, video mail, video teleconferencing, and an animated presentation.

31. (NEW) The method of claim 27, wherein the at least one advertisement is automatically sent for a pre-selected time period.

32. (NEW) The method of claim 27, wherein the at least one advertisement is automatically sent up to a pre-selected number of times.

33. (NEW) The method of claim 27, wherein the at least one advertisement is electronically obtained from a third party data processing system.

34. (NEW) The method of claim 28, wherein the user is compensated for accepting the offer to become an advertiser.

35. (NEW) The method of claim 27, wherein the at least one advertisement is at least one of visual and aural.

36. (NEW) The method of claim 28, wherein the at least one advertisement is incorporated in setup software for one of software and hardware.

Application No. 09/270,710

Docket No. 740388-20

Page -4-

37. (NEW) The method of claim 28, wherein means for sending the communication comprises at least one of an e-mail client, a facsimile system, a voice-over-IP system, a voice-over-Internet system, a voice mail system, a video mail client, and a video teleconferencing system.

38. (NEW) The method of claim 28, further comprising offering to a recipient of the communication and advertisement, an option of being an advertiser.

39. (NEW) The method of claim 38, wherein said step of offering to a recipient of the communication and advertisement an option of being an advertiser includes fraud avoidance means for reducing or eliminating fraud associated with the transaction.

40. (NEW) The method of claim 33, wherein said at least one advertisement is electronically obtained from a third party data processing system using the Internet.

41. (NEW) The method of claim 27, wherein the at least one advertisement is displayed automatically to a recipient during a period of at least one of before, during and after the communication.

42. (NEW) The method of claim 27, wherein the data processing system is at least one of a computer and telephone.

Application No. 09/270,710

Docket No. 740388-20

Page -5-

43. (NEW) The method of claim 28, wherein the at least one advertisement is automatically embedded in the communication by a third party.

44. (NEW) The method of claim 27, wherein said at least one advertisement is automatically determined at least in part by the recipient's demographic.

45. (NEW) The method of claim 44, wherein said demographic is at least one of location, language, gender, age, income, and physical handicap.

46. (NEW) The method of claim 27, wherein automatically associating said at least one pre-selected advertisement with said communication further comprises automatically associating a personal testimonial by said sending party thereby lending credibility to said at least one advertisement.

47. (NEW) The method of claim 27, wherein the automatically pre-selected advertisement is under the local control of the sending party.

48. (NEW) A method of automatically transmitting an advertisement from a sending party to a receiving party comprising the steps of:

initiating a communication from a data processing system of a sending party;

associating at least one pre-selected advertisement with said communication within the data processing system of the sending party, wherein the pre-selected advertisement is under the local control of the sending party; and

10587279.1

Application No. 09/270,710

Docket No. 740388-20

Page -6-

transmitting said communication with said at least one advertisement automatically embedded therein to the receiving party.

49. (NEW) A method of automatically transmitting an advertisement from a sending party to a receiving party of claim 48, wherein said at least one advertisement includes a hyperlink.

50. (NEW) A method of transmitting an electronic communication including at least one advertisement from a data processing system of a sending party to a data processing system of a receiving party comprising the steps of:

locating a data file containing signature information on the data processing system of the sending party, said signature information being appended to electronic communications originating from the sender's data processing system;

modifying the information stored within said signature file automatically to include at least one advertisement; and

transmitting an electronic communication using the sender's data processing system to the data processing system associated with the receiving party, said electronic communication including said information stored within said signature file automatically including said at least one advertisement.

51. (NEW) The method of claim 50, wherein said signature file is automatically associated with an e-mail client operating on said data processing system of the sending party.

10587279.1

Application No. 09/270,710

Docket No. 740388-20

Page -7-

52. (NEW) A method of transmitting an electronic communication including at least one automatically embedded advertisement from a data processing system of a sending party to a data processing system of a receiving party of claim 50, wherein said at least one advertisement includes a hyperlink.